IN THE CLAIMS

Please amend the claims as follows.

1.-13.   (Cancelled)

14.   (Currently Amended) A method of scheduling delivery of multiple items of content selectively to a plurality of online users, comprising:

determining expected values relating to each user being online during a given time period:

generating an ordered list of the items of content to be selectively delivered to the users based on the expected values, said ordered list being prioritized to meet delivery requirements associated with said items of content; and

generating an individual list of items of content to be delivered to each user based on the ordered list.

The method of Claim 8 wherein generating said individual list comprises determining the position of each of said items of content in said individual list in accordance with the following equation:

$$E[Q_j] \leq -\tau(\ln M_j - \ln P_j - \ln p)/\Delta$$

where, $E[Q_j]$ is the position of a given item of content, τ is the mean expected time period of a user online session, M_j is the desired number of impressions of the item of content to be delivered per day, P_j is the number of online users who are eligible to receive the item of content, p is the probability that a given eligible user is online on a given day, and Δ is time period between deliveries of items of content to a user.

15.-59. (Cancelled)

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